BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 international Subsidiary Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 international Foundation Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 international Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 international Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	Unit 37: Intrapreneurship and Innovation in an Enterprise
Learning aims	C: Explore the role of innovation in promoting change in an enterprise D: Examine the stages of innovation and their impact on an enterprise
Assignment title	**Innovation in a specific Enterprise**
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	One of the most important elements of enterprise is innovation. The ability to continually think of new ideas in order to meet customers' changing needs is paramount to business success. Now that you have explored best practice in developing intrapreneurial culture within a selected enterprise, you now need to develop your understanding of the role of innovation in promoting change in an enterprise and this impact this has on its success. You need to undertake research, from various sources, into the innovation in an enterprise of your choice. You will then need to and write a case study for your student magazine examining this innovation.

Task	Using your research from various sources, you need to write a case study about an innovation in the selected enterprise. The case study must include: The role of innovation • An explanation of the features of the innovation in the selected enterprise • An application of Drucker's model in identifying the main factors that infleunced the need for the specific innovation in the selected enterprise. including which of the factors was the main driver for the development of the innovation. • An explanation of how the innovation has contributed to the success of the selected enterprise • A careful consideration of the contribution that the innovation has had

	on the meeting of the objectives of the enterprise • A supported judgement on the most significant elements of the contribution and impact of the innovation to meeting the enterprise's objectives. The stages of innovation • An examination of the main stages of innovation in the development of a new product or service in the selected enterprise • An explanation of how the challenges in any of the stages of innovation were identified and addressed including the implications for the enterprise in addressing these challenges including any costs or changes to practice. • An explanation of the actions that have been taken by the enterprise to support the development and introduction on an innovation. • An identification of the critical success factors in the innovation process • An examination of the impact that the stages of innovation have had on the selected enterprise in terms of improvements to: o Product design o Customer feedback o Financial performance • The relevance or significance of the strategies implemented by the selected enterprise to support the innovation process and achieve its strategic aims and objectives • A supported judgement on the most significance strategies used by the enterprise to support the innovation process and achieve the enterprise's strategic aims and objectives.
Checklist of evidence required	Case study examining the role and stages of innovation in a selected enterprise.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
37/CD.D3	Evaluate strategies implemented by an enterprise to support the innovation process and achieve objectives.
37/CD.D2	Evaluate the impact of an innovation on the objectives of a specific enterprise.
37/D.M4	Examine the stages of innovation and their impact on the enterprise
37/C.M3	Assess contribution of a specific innovation to an enterprise's objectives.
37/D.P8	Explain actions taken by an enterprise to support the development and introduction of an innovation.
37/D.P7	Explain the stages in the development of a new product or service.
37/C.P6	Explain how an innovation contributed to the success of a specific enterprise.
37/C.P5	Explain features of an innovation in a specific enterprise.
Sources of information to support you with this Assignment	https://www.northeastern.edu/graduate/blog/importance-of-innovation/ https://www.mckinsey.com/business-functions/strategy-and-corporate-finance/our-insights/how-big-companies-can-innovate# https://www.viima.com/blog/importance-of-innovation

	https://www.visualcapitalist.com/top-50-most-innovative-companies-2020/ https://knowledge.wharton.upenn.edu/article/how-big-companies-can-innovate-like-small-startups/ https://www.forbes.com/sites/tendayiviki/2018/11/04/why-large-companies-continue-to-struggle-with-innovation/ https://www.corporatelearningnetwork.com/design-innovation/articles/principles-of-innovation-getting-rid-of-yesterday#:~:text=Peter%20F.,-Drucker's%20Definition%20of&text=Drucker%20defined%20innovation%20as%20the,into%20opportunities%20for%20profitable%20business. https://thepitcher.org/peter-f-druckers-seven-sources-innovative-opportunity/
Other assessment materials attached to this Assignment Brief	N/A